



# Partnership in the Resource Conservation Challenge

WHAT CAN YOU SAVE TODAY?

## What Will the World Look Like in 20 Years?

Several efforts have tried to answer this question and have offered some assumptions that may hold in the future.

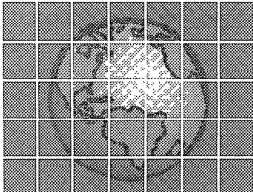
- **Pressures on natural resources will continue to increase**
  - Demand will grow as population and the global economy expand.
  - Additional goods and services will be demanded by new consumers, including those in developing countries.
- **New technologies will change how resources are used**
  - Advances will impact demand and resource availability.
  - On the other hand, advances could increase general demand and stress resource availability.
- **Human exposure to harmful substances will remain a concern.**
- **There will be a need for more sustainable use of resources**
  - With increasing demand and consumption, the value of resources could increase dramatically.
  - Limited availability would necessitate more efficient use of resources.
  - The human footprint on the environment can be reduced by efficient use of resources.

## How Are We Going to Meet the Challenge?

- The Resource Conservation Challenge (RCC) is a cross-Agency, national effort to find flexible, yet more protective ways to conserve resources. It is one of the major actions to position ourselves for the future; through it, we will craft an environmental program that drives the adoption of pollution prevention, recycling, sustainability, and energy conservation.
- The RCC is designed to promote collaborative problem solving and represents a significant shift at EPA to achieve cross-media and multimedia environmental protection. We are shifting focus from the traditional end-of-pipe waste management to innovations that can be made in upstream materials management.
- The RCC's slogan: "What Can You Save Today?" challenges people to change their behavior to conserve natural resources. The challenge is intended to achieve three overarching goals:
  - Promote pollution prevention and increase recycling and reuse of materials.
  - Reduce the use of priority chemicals at all life cycle stages.
  - Conserve energy and materials.

WHAT CAN YOU  
SAVE TODAY?

S M T W T F S



RESOURCE CONSERVATION  
CHALLENGE

U.S. Environmental Protection Agency  
Region 5, Library (PL-12J)  
77 West Jackson Boulevard, 12th Floor  
Chicago, IL 60604-3590



## What Does the RCC Do For You?

- Captures the attention of Agency senior management to your challenge.
- Recognizes your activities that result in resource conservation.
- Provides a coordinated Agency approach to meet your challenge.
- Assists you in reducing costs and environmental impacts.

## How Does the RCC Program Work?

- The RCC is built on several fundamental "building blocks" that will apply to each challenge:
  - Voluntary partnerships focused on a specific national environmental problem, or "challenge".
  - *Measurable outcomes* to drive environmental improvements.
  - *Agency alignment* to meet challenges.
  - *Materials life cycle approaches*, not just end-of pipe solutions.
  - *Appropriate tools* to influence change in behavior.
  - *Elevation of ideas* from the local/state/regional level to national focus and from one business to an entire industry sector.

## How Will Challenges be Developed?

- RCC provides a step-wise approach to developing challenges:
  - Identify a national environmental problem or challenge.
  - Propose an environmentally acceptable solution(s).
    - Focus on non-regulatory approaches that are

achievable through voluntary partnerships.

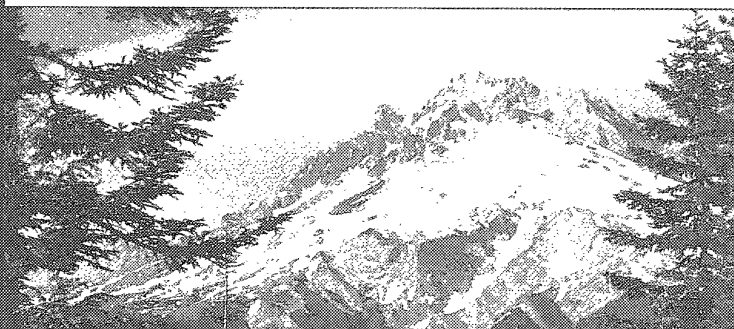
- Identify measurable environmental goals and targets.
- Begin a dialogue with the stakeholders who are essential to working on the solution. Stakeholders will agree on:
  - The problem, solution, goals, and measurement.
  - The activities needed to achieve the solution
- Announce the partnership publicly.
- Document and publicize results.

## What Are the Current Challenges?

- Initially, EPA has identified several challenges: construction and demolition debris, electronics, green buildings, hospitals, industrial waste, paper, priority chemicals, schools, and tires.
- These initial challenges are an outgrowth of ongoing work on previously identified problems. Stakeholders have developed, or are currently developing, other voluntary partnerships.
  - Challenges involve key stakeholders from local, state, and federal governments, trade associations, industries, individual businesses, environmental groups, academia, and policy groups.

## What's Next?

- By fall 2003, EPA plans to announce the partnerships, participants, and targets developed by the initial challenges.
- If appropriate, the RCC will propose to include the targets in the Agency's next Strategic Plan update.
- We need your involvement to announce future partnerships. Be part of a more sustainable future!



U.S. Environmental Protection Agency  
Solid Waste and Emergency Response (5305W)  
EPA530-F-03-020  
July 2003  
[www.epa.gov/epaoswer/osw/conserve](http://www.epa.gov/epaoswer/osw/conserve)

For more information on the RCC, please go to our web page at [www.epa.gov/epaoswer/osw/conserve](http://www.epa.gov/epaoswer/osw/conserve).

Comments on the RCC program are also welcome at [rcc-challenge@epa.gov](mailto:rcc-challenge@epa.gov)